





NATIONAL FOOTBALL LEAGUE

Paul Tagliabue  
Commissioner

May 5, 1992

Representative John D. Dingell  
2328 Rayburn House Office Building  
Washington, D.C. 20515

Dear Mr. Chairman:

I write with respect to the "Cable Television Consumer Protection and Competition Act of 1992," which was recently reported by the Subcommittee on Telecommunications and Finance.

The Bill does not address sports programming, and there is no reason why it should do so. We understand, however that amendments directed to professional sports may be introduced in the full Committee. The NFL believes that its current television policies provide a very wide range of choices for the public, that they will continue to do so, and that there is no reason to consider government regulation of any aspect of the NFL's television programming.

I have previously reviewed with Chairman Markey and other members of the Subcommittee the central elements of NFL television policy. Those elements are set forth in the enclosed "Fact Sheet," but certain points bear repeating, in part because there appears to be considerable uniformed speculation concerning the League's intentions with respect to emerging forms of television such as pay cable or "pay-per-view."

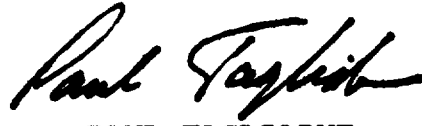
No NFL game has been moved from broadcast to pay-per-view television, and we have no plans to do so. I have previously advised the Subcommittee on Telecommunications that the NFL has given no consideration to switching the Super Bowl from broadcast television to pay-per-view, and will definitely not do so for at least the remainder of this decade. Moreover, we have no plans to move any other playoff game from broadcast television to pay-per-view and have committed to give timely notice to the Subcommittee on Telecommunications, as well as the Senate Commerce and Judiciary Committees, if developments in television alter our expectations in this respect.

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The League presently has contracts through the 1993 season to televise all NFL regular and postseason games on broadcast television (ABC, CBS, and NBC ) and network cable television (ESPN and TNT). Games carried by a cable network are also available on broadcast television in the home market of the visiting team and, if the game has been sold out, in the home team market as well.

If you or your staff have any questions or would like to discuss these issues further, we would be pleased to respond.

Sincerely,

A handwritten signature in cursive script, reading "Paul Tagliabue".

PAUL TAGLIABUE

Enclosure

## NFL TELEVISION FACT SHEET

### I. CURRENT NFL TELEVISION CONTRACTS

- ALL GAMES UNDER CONTRACT -- Contracts covering all NFL regular and post-season games are in effect through the 1993 season.

Sunday afternoons - two or three games are available on CBS and NBC (two only if there is an NFL game played in that city on that afternoon).

Sunday night - national cable telecast on Turner or ESPN; broadcast availability.

Monday night -- national telecast on ABC.

### III. PAY-PER-VIEW TELEVISION

- **NO PAY-PER-VIEW** -- No NFL games are on pay-per-view and the league has no plans to move games to pay-per-view.
- **SUPER BOWL TO REMAIN ON BROADCAST TV** -- The NFL has committed to keep the Super Bowl on broadcast television for at least the remainder of this decade.
- **NO TEST MARKETING** -- The NFL has stated that there will be no test marketing of pay-per-view through at least the 1993 season.
- **ADDITIONAL GAMES THROUGH PAY-PER-VIEW** -- Any use of pay-per-view in the foreseeable future will be to supplement, not replace, what is available on broadcast and cable television. As a result, fans will have additional games available to choose from.



**Exhibit G****STATEMENT OF OPERATING REVENUES - 1991 Season**  
(in thousands of dollars)

	<u>LEAGUE TOTAL</u>	<u>LEAGUE AVER</u>	<u>PCT OF OP REV</u>
Local Revenues			
Ticket sales - Home/Road/Preseason	\$402,853	\$14,387	29.38%
Local Television and Radio	\$53,563	\$1,913	3.90%
Stadium - Loge Boxes	\$25,703	\$918	1.87%
- Concecessions	\$15,603	\$557	1.14%
- Advertising, Parking	\$12,899	\$461	0.94%
Miscellaneous	\$18,973	\$678	1.38%
Total Local Revenue	\$529,594	\$18,914	38.62%
National Revenues			
Network Television-Regular/Post Season	\$782,904	\$27,961	57.10%
- Pre Season	\$9,100	\$325	0.66%
Network Radio	\$2,480	\$88	0.18%
Foreign TV	\$3,414	\$122	0.25%
Royalty income-NFL Properties/NFL Films	\$43,596	\$1,557	3.18%
Total National Revenue	\$841,494	\$30,053	61.38%
Total Operating Revenue	\$1,371,088	\$48,967	100.00%